

Last Received: 08/30/2012 5:26 PM
Showing Buylines: All Rep & Sta Revised Lines

Station WAVY-TV NORFOLK, VA. Agency () GMMB
Advertiser () OBAMA FOR AMERICA 3050 K ST NW
Product BARACK OBAMA WASHINGTON, DC 20007
Estimate# 1687 Agency C/P1/P2/E 95/101/1687
Buyer Dan Nagelberg Flight Dates 09/04/2012 - 09/17/2012
Phone# Hiatus Weeks
Fax#

Rep Firm
Sales Office () PHILADELPHIA
Salesperson () ANJIE BRADY
Salesperson Phone# 215-567-6005
Salesperson FAX# 215-567-5938

--- CONTRACT COMMENT ---

CLIENT: OBAMA FOR AMERICA SC=*

--- REMARKS ---

VER 3 ISSUED TO REVISE RATES PER STATION ON LN'S 2, 4,
12-13, 16-71 & 20-21; ADD SPOTS TO SKED LN'S 4, 12 & 28

CONTRACT TOTAL REMAINS \$8800

PLS CONFIRM ASAP

THANKS ANJIE FOR ANGELA

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	*2	TU-F	10A-11A	TODAY SHOW 3	:30	\$100.00	09/04-09/07	4	1	4	\$400.00	
				Buyline Comment: REVISE RATE PER STATION; ADD 2X TO SKED								
				Sales Remark: V3 REVISE RATE PER STATION; ADD 2X TO SKED								
				V3 More than 2 codes changed								
	*4	TU-F	1P-2P	DAYS OF OUR LIVES	:30	\$125.00	09/04-09/07	2	1	2	\$250.00	
				Buyline Comment: REVISE RATE TO CLEAR								
				Sales Remark: V3 REVISE RATE TO CLEAR								
				V3 More than 2 codes changed								
	*12	M,W-F	10A-11A	TODAY SHOW 3	:30	\$100.00	09/10-09/14	5	1	5	\$500.00	
				Buyline Comment: REVISE RATE PER STATION; ADD 3X TO SKED								
				Sales Remark: V3 REVISE RATE PER STATION; ADD 3X TO SKED								
				V3 More than 2 codes changed								
	*13	M	10A-11A	TODAY SHOW 3	:30	\$100.00	09/17-09/17	1	1	1	\$100.00	
				Buyline Comment: REVISE RATE PER STATION								
				Sales Remark: V3 REVISE RATE PER STATION								
				V3 More than 2 codes changed								

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LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	*16	M, W-F	1P-2P	DAYS OF OUR LIVES Buyline Comment: REVISE RATE TO CLEAR Sales Remark: V3 REVISE RATE TO CLEAR V3 More than 2 codes changed	:30	\$125.00	09/10-09/14	3	1	3	\$375.00	
	*17	M	1P-2P	DAYS OF OUR LIVES Buyline Comment: REVISE RATE TO CLEAR Sales Remark: V3 REVISE RATE TO CLEAR V3 More than 2 codes changed	:30	\$125.00	09/17-09/17	1	1	1	\$125.00	
	*20	M, W-F	3P-4P	MAURY POVICH Buyline Comment: REVISE RATE TO CLEAR Sales Remark: V3 REVISE RATE TO CLEAR V3 More than 2 codes changed	:30	\$125.00	09/10-09/14	2	1	2	\$250.00	
	*21	M	3P-4P	MAURY POVICH Buyline Comment: REVISE RATE TO CLEAR Sales Remark: V3 REVISE RATE TO CLEAR V3 More than 2 codes changed	:30	\$125.00	09/17-09/17	1	1	1	\$125.00	
	*28	TU-F	135A-205A	CARSON DALY Buyline Comment: ADD TO SKED Sales Remark: V3 ADD TO SKED V3 Added	:30	\$25.00	09/04-09/07	1	1	1	\$25.00	

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Sales Totals: 56 / \$8,800.00
Station Totals: 56 / \$8,800.00
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$97,778	CATV 0%	WAVY 9%	WGNT 7%	WPXV 0%	WTKR 29%
		WTVZ 7%	WVBT 23%	WVEC 25%		

---COMPETITIVE COMMENTS---

COMPETITIVE IS ESTIMATED

Books JUL11, EJUL12
Demos RA35+

---Agency Comment---

PLEASE NOTE ADDRESS CHANGE EFF 8/12

--- CREDIT RISK ---

CASH IN ADVANCE